

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)  
Bureau of Tobacco and Chronic Disease (BTCD)

**November 10, 2009**

Inter Tribal Council of Arizona  
2214 N Central Suite, 100  
Phoenix, AZ 85004

***MINUTES***

**Members Present:**

Linda Bailey  
Matt Madonna  
Babak Nayeri  
Kelly Hsu

Bill Pfeifer, Chairman  
Dana Russell (via conference call)  
Ronald Spark (via conference call)

**Members Absent:**

Nancy Hook

**ADHS Staff:**

Wayne Tormala, ADHS BTCD  
Veronica Perez, ADHS BTCD  
Courtney Ward, ADHS BTCD

Karen Boswell, ADHS BTCD  
Gowri Shetty, ADHS BTCD  
Jeanette Shea, ADHS BTCD

**Public Attendee:**

John Craft – ACS  
Sheralyn Williams – GRIC

Glenda Lumpmouth – ITCA  
Tim Vaske – AHA

**Call to Order**

Chairman Bill Pfeifer called the meeting to order at 10:02 am.

**Introductions**

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

**Bill Pfeifer called for a motion: Dr. Babak Nayeri moved for the minutes to be accepted. Linda Bailey seconded the motion. Motion passed.**

**Marketing Update**

Wayne Tormala provided the cessation marketing update and Gowri Shetty provided the prevention marketing updates in Mary Ehlert's absence. Highlights from this report are listed below:

- Mr. Tormala discussed the new cessation campaign, which will focus on real stories of people who desire to quit smoking. The paid media campaign is set to launch December 29<sup>th</sup>, 2009 just before the New Year.
  - Mr. Tormala recapped on the opportunity that arose after talking with the Washington State Tobacco Program Director, whereby they had produced the campaign titled “Dear Me,” and were then unable to air the commercials due to their loss of funding.
  - State of Washington offered the campaign to BTCD for its use. The estimated production cost was approximately \$500,000.
  - Five commercials from the 12 created were edited with the call to action of contacting ASHLine. All the commercials from the campaign are available at [www.ASHLine.org](http://www.ASHLine.org).
    - TRUST Commissioners viewed the five spots
  - BTCD hopes to get some earned media for cessation, ASHLine and the “Dear Me” spots on November 19, 2009 for the American Cancer Society’s Great American Smoke Out.
  - Additional, longer (approximately two minute) videos of the “Dear Me” campaign participants’ stories are also posted at [www.ASHLine.org](http://www.ASHLine.org) along with about a dozen additional quit story videos. These longer spots give viewers a more intimate view of the real stories provided by real quitters.
- Ms. Shetty gave a short presentation on 2009 Youth Risk Behavior Survey (YRBS, 2009). Highlights from this report are listed below:
  - Those that were sampled for this survey were all regular and charter public school students in grades 9 through 12 in all of Arizona.
  - The survey reported a decrease in percentage of students who ever tried cigarette smoking, even one or two puffs.
  - The survey reported that age of initiation, percentage of students who smoked a whole cigarette for the first time before age 13 years, has gone up.
  - The percentage of students who smoked cigarettes on one or more of the past 30 day has gone down among Arizona high students.
  - The percentage of students who smoked cigarettes on 20 or more of the past 30 days has gone down among Arizona high students.
  - Consumption among students who reported current cigarette use, (the percentage who smoked more than 10 cigarettes per day on the days they smoked during the past 30 days) went down by 40%.
  - Among students who were less than 18 years of age and who reported current cigarette use, the percentage who usually get their own cigarettes by buying them in a store or gas station during the past 30 days increased.
    - This was a vital fact taken into consideration for the stimulus grant application. Since youth access has increased, a write-in was incorporated to the grant application that addressed asking stores along the “safe route to school” to voluntarily shelve tobacco products were they would not be as prominent to youth under the age of 18.
    - Linda Bailey commented that the FDA’s “comment period” for the new legislation that was implemented in June regarding regulation of tobacco

products, is open till the end of the year and it might be beneficial to submit the YRBS information.

### **Chronic Disease Planning Update**

Veronica Perez provided the chronic disease planning update. Highlights from this report are listed below:

- Ms. Perez recapped that ADHS – BTCD has identified key stakeholders to be a part of a planning committee to develop initiatives/plans for unused Prop. 303 dollars. The Get with the Guidelines Initiative and the Colorectal Screening Initiative are two that are in the works to be established and funded by Prop. 303 dollars.
- Get with the Guidelines:
  - Ms. Perez reported that this group is currently trying to find a fiscal agent. Internal (ADHS) opportunities are being looked at and the hope is to have something by the end of calendar year 2009.
  - Ms. Perez again stated that the Get with the Guidelines is focused on heart and stroke modules. The expectation is to increase the number of hospitals using these modules, with the goal to get ten new hospitals within 18 months after implementation.
  - More information will be provided by the next TRUST meeting.
  - Tim Vaske spoke on behalf of the American Heart Association (AHA), stating that AHA feels very fortunate to be partnering with the State on this initiative.
- Colorectal Cancer Screenings Initiative:
  - Ms. Perez again stated that the Colorectal Cancer Screening Initiative is a three part initiative; it includes inreach for the screening program within community health centers, private and public employers and health plans.
  - This initiative compliments the additional CDC funding received for the Fit at 50 program, which will increase the number of community health centers where the “Fit at 50” program is implemented from three to seven community health centers.
  - CDC modeled this program after breast and cervical cancer screenings
  - Focus is placed on employers to promote screenings among employees and promoting screening among health plans.
  - Ms. Perez introduced Jon Craft, who has been brought on to this initiative to help expand the health forums related to this initiative. Collaboration is occurring with ACS to establish best practices via these health forums.
  - The hope is to launch this initiative by January 2010.
  - A strategic plan workgroup needs to convene on the creation of a strategic plan. It needs to hit the four major causes of death among Arizonans, a quality ROI and a good use of money
  - Sustainability needs to be a key focus
- Chronic Disease Task Force Update: Matt Madonna gave a brief review of the history regarding the “build up” of chronic disease funds. Mr. Madonna then explained the purpose of the task force. Highlights from this report are listed below:
  - The development of the task force is to establish what the chronic disease dollars should fund, what has a guaranteed ROI and what programs/initiatives will create or increase sustainability.

- The plan is to utilize both public and private partners
- Streamline coalition efforts
- Leverage resources by bringing more partners to “the table” to identify resources
- There is a need to re-establish momentum to focus on these new programs/initiatives

### **Advocacy Series**

Mr. Tormala provided an update on the upcoming second installment of the three part advocacy series. The second session will be held on Nov. 18<sup>th</sup> at the Halle Heart Center. Approx 1000 attendees have been invited. They are not the usual partner(s), although they are included as well. This session will be about building effective coalitions. The summit series will be at no cost to the attendee due to sponsorships. The third installment will be lead by TRUST Commissioner Matt Madonna and will focus on advocacy.

### **Future Development of the TRUST Commission**

Mr. Pfeifer stated that he is working with the legislature, President of the Senate and Speaker of the House, to reappoint the current TRUST Commission members, plus three additional new Commissioners. Also, the President of the Senate and Speaker of the House asked to appoint three legislators to serve as ex-officio members to the TRUST. Current and new TRUST members should receive confirmation by the next TRUST meeting, which is tentatively scheduled to occur in January 2010.

### **Financial Report**

Karen Boswell provided the BTCD financial update. Highlights from this report are listed below:

- Ms. Boswell updated TRUST Commissioners on the declining tobacco revenues
  - Mr. Matt Madonna again brought up the topic of researching other options for funding, such as regulating counterfeited tobacco products
  - Ms. Boswell gave a brief presentation on how ADOR allocates and regulates tobacco tax funds to the Arizona Department of Health Services. She explained that there is no one person to monitor ADHS tobacco tax funds. The process is quite simple, were a percentage is calculated, then transferred to ADHS.
  - Ms. Jeanette Shea suggested creating a position for ADOR to track these funds

### **AHCCCS Update**

Gowri Shetty provided the AHCCCS update. Highlights from this report are listed below:

- Ms. Shetty that there are no new numbers to report on the AHCCCS enrollment
  - There has been an increase in numbers of quitline referrals, which has created an increase in utilization of the AHCCCS benefit
  - Ms. Bailey stated that 20-30% of ASHLine callers are on AHCCCS or Medicaid
  - The barriers for the AHCCCS benefit have significantly decreased
  - More information will be provided at the next TRUST meeting

### **Stimulus Package Update**

Jeanette Shea provided a stimulus package update. Highlights from this report are listed below:

- The focus on the monies is for prevention and wellness, universal coverage and the fund stream

- Ms. Shea stated that \$375 million has been allocated for tribal communities
- Ms. Shea stated that \$120 million has been allocated for state agencies
- Ms. Shea explained the three components of the grant:
  - Part I requires using MAPPS. ADHS is partnering with ADE and their comprehensive school health grant, which will focus on the safe routes to school component of the grant. ADHS is also writing a component about increasing breastfeeding education within hospitals in Arizona.
  - Part II is the competitive part of the grant, which requires high impact policy change within the state. ADHS is writing to support and increase community gardens within the state of Arizona.
  - Part III is the tobacco element of the grant and ADHS writing to partner with the state behavioral health system increase ASHLine utilization.
- The grant is due November 20<sup>th</sup> and ADHS should know if they were award by mid December.

### **Mental Health and Tobacco Cessation: Integration Update**

Mr. Tormala gave a brief update on the behavioral health prisoner/release initiatives. Highlights from this report are listed below:

- Approximately 2/3 of patients with mental health disorders in Arizona use tobacco
- ADHS - BTCD has established a workgroup with the Regional Behavioral Health Associations of Arizona to collaborate on this initiative
- These initiatives are in their initial stages and further and elaborate details will be given at the next TRUST meeting.

### **Public Commentary**

There was no public commentary.

### **Closing Thoughts**

The next meeting will be scheduled for sometime in January. Courtney Ward will send out a poll to tally TRUST Commissioners availability for the month of January.

### **Adjourn**

**The meeting was adjourned at 1:34pm.**

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the September 2009 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-364-0824, to make arrangements to obtain the minutes.